

AI Value Realization Accelerator Platform — \$5K Sprint

Statement of Work for the rapid design, development, and deployment of the complete RealizeAI Value online assessment platform — all 20 tools — delivered in a 5-day sprint for \$5,000.

Client: Prashant Kandukuri / RealizeAI Value LLC

Contractor: BlueFalconInk LLC (SDVOSB)

Date: 24 March 2026



INTERACTIVE COMPANION

Statement of Work — Falcon Sprint

Full SOW with scope, deliverables, milestones, acceptance criteria, and terms aligned to Hosting-First V3 model.

<https://proposal-viewer-chovy67jqj-uc.a.run.app/p/a89dc9963e81194a/sow>

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Parties

ROLE	ENTITY	REPRESENTATIVE	LOCATION
Client	RealizeAI Value LLC (or individual, pending LLC formation)	Prashant Kandukuri	Texas
Contractor	BlueFalconInk LLC — Service-Disabled Veteran-Owned Small Business (SDVOSB)	John Eric Lewis — Founder & Solutions Architect	Bossier City, LA

Scope of Work

BlueFalconInk LLC ("BFI") will design, develop, test, and deploy a production-ready web-based platform for RealizeAI Value ("Client") as defined in the Developer Brief (18 March 2026). The platform enables mid-market C-Suite executives to access 20 AI adoption assessment tools, templates, and guides — purchasing individually, in bundles, or via annual subscription — and receiving AI-personalized PDF reports.

In Scope — Delivered in 5-Day Sprint

- **Platform Foundation:** Cloud SQL PostgreSQL database (7+ tables with RLS), Firebase Auth (register, login, session, password reset), CI/CD pipeline, RealizeAI brand design system (Garamond/Roboto, #1e3a5f palette, Tailwind CSS)
- **User Journey:** Persona Mirror landing page (3 personas, non-gating), Category Hub (Cat 1–2 active, Cat 3–6 "Coming Soon"), category detail pages with tool cards, cart/checkout flow
- **Stripe Commerce:** Full checkout (singles \$97–\$197, "First Pilot Success" bundle \$397, "Complete Pilot Confidence" bundle \$697, Annual subscription \$997), webhooks, promo code/coupon logic
- **Form-Before-Download System:** Mandatory 7-field assessment form after purchase, validation, data storage in Cloud SQL, benchmarking opt-in checkbox
- **Category 1 Tools (3):** Tandem Realization Matrix (TRM) scoring tool, 3P Alignment Audit (Two-Lock) scoring tool, Swamp Draining Reality Check user guide — fully interactive with AI-personalized PDF output
- **Category 2 Tools (17):** Pilot Purgatory Extraction Audit (scoring), Antibody Audit (scoring), AI Investment ROI Calculator (scoring), Master AI Initiative Charter (template), The 4 Laws Template, Requirement Gathering Template, Master AI Risk Register (template), CFO Drift Mitigation Planner (template), Macro YoY P&L Model (template), 90-Day Sprint RACI Matrix (template), Executive Stakeholder Communication Brief (template), Scoping — The 3-Key Vault (guide), 30 Pearls for a Pilot Project (guide), 90-Day Implementation Roadmap (guide), Build vs. Buy Checklist (guide), Procurement Red-Flag Checklist (guide), Change Management Playbook (guide)
- **AI PDF Pipeline (Vertex AI):** Prompt engineering via Gemini 2.0 Flash for 4 maturity archetype variants (Tourist/Bureaucrat/Hazard/Accelerator), HTML→PDF rendering, GCS storage with signed download URLs, re-download and re-take capability
- **Email Integration:** SendGrid transactional emails (purchase confirmation, PDF delivery)
- **User Dashboard:** Purchased tools, download history, re-take assessment option

- **Book Integration:** Book hub page with dynamic QR codes, "The Machine Speaks Human" cross-references, About/Author page
- **Legal Documents:** Terms of Service, Privacy Policy, disclaimers, benchmarking data opt-in
- **Security:** OWASP Top-10 audit, Row-Level Security penetration testing on all endpoints
- **Deployment:** Production deployment with SSL, CDN, monitoring, and health checks
- **Scale Readiness:** Infrastructure provisioned to handle 1,000 concurrent users before the first customer hits staging — Cloud Run auto-scaling, Cloud SQL connection pooling, CDN edge caching, and load-tested capacity
- **Immediate SLA Tracking:** Uptime monitoring, incident alerting, and SLA compliance tracking active from Day 1 of go-live — not deferred to post-launch

Out of Scope

- Categories 3–6 tool development (future phase, to be scoped separately)
 - Enterprise multi-seat licensing or organizational dashboard
 - Native mobile applications (iOS/Android) — platform is responsive web
 - Content writing for tool descriptions, scoring logic, or archetype descriptions (Client responsibility — content is confirmed ready)
 - Benchmarking dashboard (Phase 2, Month 6+, after 100+ form responses collected)
 - Admin analytics dashboard (Stripe dashboard sufficient for launch)
 - Advanced feedback system (NPS, ratings) — deferred to Month 2
 - Domain registration (Client responsibility)
 - PostHog / GA4 advanced analytics configuration
 - Ongoing content updates or marketing
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Deliverables

#	DELIVERABLE	DAY	DESCRIPTION
D1	Platform Foundation	1	Cloud SQL schema + RLS, Firebase Auth, Stripe integration, design system, CI/CD, staging deploy
D2	User Journey + Commerce	2	Persona Mirror, Category Hub, detail pages, cart, checkout, Form-Before-Download, promo codes
D3	Scoring Tools + PDF Pipeline	3	Vertex AI PDF pipeline + 3 Cat 1 scoring tools (TRM, 3P Audit, Swamp Draining) + Pilot Purgatory + AI Investment ROI Calculator
D4	Templates, Guides & Remaining Tools	4	Antibody Audit (scoring) + 15 templates/guides (incl. Executive Communication Brief, Change Management Playbook) + email flow + user dashboard + legal docs
D5	QA, Security & Production Launch	5	Security audit, E2E testing (all 20 tools + all payment paths), book hub, production deploy, client walkthrough
D6	Handoff Package	5	Source code repo access, architecture overview, admin guide, deployment runbook, credential inventory

Technology Stack

LAYER	TECHNOLOGY	PURPOSE
Frontend	Next.js 14+ / React / Tailwind CSS	Server-rendered UI with RealizeAI design system
Backend / Database	Cloud SQL PostgreSQL + Row-Level Security	Managed relational database with per-user data isolation
Authentication	Firebase Auth (50K MAU free tier)	Register, login, session, password reset, OAuth providers
Payments	Stripe	Checkout, webhooks, subscriptions, coupons
AI / PDF Generation	Vertex AI (Gemini 2.0 Flash) + Puppeteer	AI-personalized report content + HTML→PDF rendering
Storage	Google Cloud Storage (GCS)	PDF file storage with signed download URLs
CDN / Security	Cloud Armor + Cloud CDN	DDoS protection, WAF, SSL, edge caching
Compute	Cloud Run (serverless)	Auto-scaling containers, zero idle cost
Email	SendGrid	Transactional email (purchase confirmation, PDF delivery)
CI/CD	GitHub Actions	Automated build, test, deploy pipeline

Timeline

Total engagement: **5 working days (1 week)**. Target start: upon contract execution and receipt of first payment.

DAY	FOCUS	HOURS	DELIVERABLES	END-OF-DAY STATE
Day 1	Foundation	8	D1	Schema deployed, auth working, design system live, staging running
Day 2	Commerce + UX	8	D2	Full user journey live: landing → category → tool → cart → checkout → form
Day 3	Scoring Tools	8	D3	PDF pipeline operational, 4 scoring tools generating personalized PDFs
Day 4	Templates + Guides	8	D4	All 20 tools functional, email flow live, legal docs published
Day 5	QA + Launch	8	D5, D6	Production live. All 20 tools tested. Client walkthrough complete.

Daily Updates: Client receives an end-of-day progress update (Slack or email) with: what was delivered, what's next, and any blockers. Client can provide feedback at any point — mid-sprint adjustments are handled same-day where feasible.

Pricing & Payment Terms

Fixed Price — Falcon Sprint

MILESTONE	TIMING	AMOUNT
Sprint Kickoff	Contract execution (Day 0)	\$2,500
MVP Launch + Handoff	End of sprint (Day 5)	\$2,500
Total Fixed Price		\$5,000

Rate Card

RESOURCE	STANDARD RATE	PARTNERSHIP RATE	HOURS
John Lewis — Solutions Architect	\$200/hr	\$125/hr	40
AI Agent Fleet (13 agents)	\$0/hr	\$0/hr	Unlimited

Value context: The standard market rate for this scope is \$62,000–\$70,000. The previous partnership proposal was \$27,500 + 10% revenue share. This engagement delivers the full 20-tool scope for \$5,000 with zero revenue share — a 93% discount from market rate — enabled by BFI's Talon Drive — 13 AI agents absorbing the equivalent of 150+ hours of traditional team effort at zero incremental cost. Both parties are bootstrap businesses investing in mutual success at deeply discounted rates. BFI absorbs the overrun risk: if the sprint exceeds 40 hours, BFI bears the additional cost, not the Client.

Standard Terms

- Kickoff payment due upon contract execution (before Day 1)
- Final payment due within 5 business days of MVP launch and handoff
- Change requests post-sprint at \$125/hr (partnership rate), scoped and approved before execution
- Source code and all deliverables are Client-owned upon receipt of final payment
- 30-day warranty on delivered code (defect fixes at no charge)
- Governing law: State of Louisiana

Acceptance Criteria

The platform is accepted when it meets ALL of the following:

- All 20 tools are functional per the Developer Brief specification
- Users can register, log in, browse tools, add to cart, checkout via Stripe, submit form, and receive personalized PDF
- All 5 scoring tools generate AI-personalized PDF output based on form responses
- All 15 template/guide tools render branded PDF output
- Stripe processes payments correctly for all pricing tiers (single, bundle, annual, promo code)
- Row-Level Security prevents cross-user data access
- OWASP Top-10 security review shows zero critical/high findings
- Platform is responsive across desktop Chrome/Firefox/Edge and mobile Safari/Chrome
- Client approves during Day 5 walkthrough or within 3 business days thereafter

Defect Resolution: Any defect identified during the 30-day warranty period will be resolved at no charge. Defects are defined as functionality that does not match the accepted Day 5 walkthrough demo or the Developer Brief specification. Feature enhancements or scope additions are handled as change requests.

Hosting & Infrastructure

Hosting is a **separate, ongoing charge** — distinct from the \$5,000 build cost. Two options are available:

Option A: BFI-Managed Hosting — \$249/mo (Recommended)

BFI manages the full GCP-native production stack on Client's behalf: deployment, monitoring, SSL renewals, security patches, uptime SLA. **Flat rate: \$249/month** — all infrastructure, AI API costs, and managed service included. No variable charges, no surprise bills.

SLA Penalty Waiver — Bootstrap Partnership: Both BFI and Client are bootstrap businesses. This engagement is priced at a substantial discount to market rate (\$5,000 vs. \$62K–\$70K market). In recognition of that shared investment, **BFI waives all SLA financial penalties** (service credits, fee reductions, refunds) for the duration of this partnership. BFI commits to a 99.5% uptime target as an operational standard — not a financially-penalized guarantee. **Exception:** Any credits or refunds BFI receives from third-party vendors (Google Cloud Platform, Vertex AI, Stripe, etc.) related to outages affecting the Client's platform will be passed through to Client in full.

WHAT'S INCLUDED	DETAIL
Cloud SQL PostgreSQL	Managed database with automated backups, RLS
Firebase Auth	Authentication with 50K MAU free tier
Cloud Run	Auto-scaling serverless compute
Vertex AI (Gemini 2.0 Flash)	AI-personalized PDF generation
Cloud Storage (GCS)	PDF file storage with signed URLs
Cloud Armor + CDN	DDoS protection, WAF, edge caching
SendGrid	Transactional email delivery
BFI Managed Service	24/7 monitoring, patching, incident response
Flat Monthly Rate	\$249/mo — all-inclusive

Price locked for 12 months from go-live. Scaling triggers (1,000→5,000 MAU, 10K+ PDFs/mo) reviewed jointly with 30-day advance notice if adjustment needed. See BOE for full cost basis and market comparison.

Option B: Client Self-Hosted

Client manages their own accounts for all third-party services. BFI provides the deployment runbook, credential inventory, and one knowledge transfer session as part of the handoff package (D6). Estimated cost: \$80–\$170/mo (same services, minus BFI managed fee).

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B2B Partnership Terms

This engagement is structured as a bootstrap partnership. Both parties are early-stage businesses investing in mutual success. The deeply discounted build price reflects that shared commitment — BFI earns through quality of hosted service, not revenue extraction.

TERM	DETAIL
Revenue Share	None. 0%. Client retains 100% of all platform revenue. No Stripe reporting obligation to BFI.
BFI Revenue Model	BFI earns from the \$5,000 build fee and \$249/mo managed hosting. No ongoing share of Client's platform revenue.
Mutual Referral	10% of first 12 months revenue from referred clients, both directions
IP Ownership	All source code and deliverables are Client-owned upon receipt of final payment. Client may modify, extend, or redistribute without restriction.
Confidentiality	Both parties agree to keep proprietary business information, pricing, and trade secrets confidential. Neither party will disclose the other's confidential information to third parties without written consent.

Exit Strategy & Migration

Client retains full flexibility to migrate away from BFI hosting at any time. The following provisions ensure a clean exit.

Exit Rights

- **Source code ownership:** Client owns all source code upon final payment — no license restrictions, no lock-in
- **Migration notice:** Client provides 30 days written notice of intent to migrate
- **Migration support:** BFI provides up to 4 hours of migration assistance at no charge (one-time). Additional migration assistance at \$125/hr
- **Data export:** BFI provides full database export (PostgreSQL dump) and all stored PDFs within 5 business days of request
- **Credential handoff:** All third-party service credentials, API keys, and DNS records are transferred to Client control
- **No revenue share:** There is no revenue share obligation. Client retains 100% of platform revenue regardless of hosting arrangement.
- **No penalty:** Zero early termination fees for exiting BFI hosting

BFI's commitment: The goal is to earn continued hosting through quality of service, not contractual lock-in. If another provider better serves the Client's needs, BFI will facilitate a smooth transition.

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Termination

During the Sprint (Days 1–5)

- Either party may terminate with written notice
- Client pays for completed days (prorated: \$1,000 per day)
- All source code created through the termination date is delivered to Client
- Revenue share obligation does not apply — this engagement has zero revenue share

Post-Launch

- Either party may terminate the hosting arrangement per Section S-10 (Exit Strategy)
- No revenue share obligations exist to survive termination
- 30-day warranty obligations survive termination

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Change Management

Given the compressed 5-day sprint, changes during the sprint are handled as follows:

- **Minor clarifications** (wording, colors, layout adjustments): Handled same-day at no additional cost
- **Scope additions** (new tools, new features, new integrations): Deferred to post-sprint at \$125/hr partnership rate
- **Content changes** (tool descriptions, scoring logic, archetype text): Client provides updated content; BFI incorporates within the sprint if received by Day 3, otherwise post-sprint

Sprint buffer: Each day includes a small buffer for refinements. BFI uses professional judgment to distinguish between "this is a fix" (free) and "this is a new feature" (change request) — always erring toward the Client on small items.

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Assumptions & Dependencies

- Developer Brief (18 March 2026) is the authoritative specification
 - Client provides all tool content (question sets, scoring logic, archetype descriptions, template content) **before Day 1** — content is confirmed ready per 19 March meeting
 - Client provides access to Stripe account (or BFI creates under Client's email)
 - Client provides domain and DNS access (or delegates DNS management to BFI)
 - Client is available for async questions via Slack or email during the sprint (response within same business day)
 - BFI maintains access to its full AI agent fleet throughout the engagement
 - Vertex AI (Gemini 2.0 Flash) pricing remains within reasonable bounds (\$0.50–\$2.00 per PDF generation)
 - Sprint clock starts on the first full business day after both contract execution and kickoff payment receipt
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Warranties & Representations

BFI Warrants:

- The platform will function per the Developer Brief specification for 30 days post-launch
- Defects discovered within the 30-day warranty period will be fixed at no charge
- The platform will pass OWASP Top-10 security review at launch
- All source code is original work or properly licensed open-source components
- BFI holds valid SDVOSB certification

Client Warrants:

- Client has the right to use and publish all tool content, scoring methodologies, and archetype frameworks
 - Client will provide timely responses to BFI questions during the sprint
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Limitation of Liability

BFI's total liability under this SOW shall not exceed the total amount paid by Client (\$5,000). Neither party shall be liable for indirect, incidental, consequential, or punitive damages. This limitation does not apply to breaches of confidentiality or intellectual property obligations.

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Signatures

By signing below, both parties agree to the terms of this Statement of Work for the RealizeAI Value Accelerator Platform.

BlueFalconInk LLC (Contractor)

John Eric Lewis — Founder & Solutions Architect

Date: _____

RealizeAI Value (Client)

Prashant Kandukuri

Date: _____

BlueFalconInk

Service-Disabled Veteran-Owned Small Business

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